

An aerial night view of a city skyline. The central focus is a tall, modern skyscraper with a dark, pointed top and a grid of illuminated windows. The building is lit up from within, and its top edge is highlighted with a green light. The surrounding city is visible in the background, with various other buildings and streetlights. The sky is dark with some clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the title and presenter information.

Transforming Urban Communities

**Presented by Christina M. Long, Owner, CML Collective, LLC
Coordinator of the Create Campaign**



About Christina Long

Founder, CML Collective, LLC
Consultant, Kansas Small Business Development Center
Consultant, NetWork Kansas
Coordinator of the Create Campaign



CREATE CAMPAIGN

Goal: Increase participation in existing entrepreneurial programs, Drive awareness, Create a support network

Kick-off event held July 2015// 2016 forum June 11, 2016

Wichita State University



KEY FINDINGS PER FEEDBACK

KEY REFLECTION FINDINGS:

PARTICIPANTS

93 percent of participants rated the Create Campaign as helpful

VENDORS:

100 percent said it was worth their time to participate

100 percent were satisfied with the visitor traffic

100 percent said they want to collaborate for future programming

PRESENTERS:

100 percent said it was worth their time to participate

100 percent said they want to collaborate again



1 Million Cups



Entrepreneurship Task Force



NetWork Kansas' E-Communities

Transforming Urban Communities

Mission:

This session will explore ways to encourage breakthroughs and overcome barriers for entrepreneurs looking to start, sustain and grow businesses in urban cities. Participants will engage in an interactive dialogue meant to celebrate successes, identify challenges and reveal potential solutions.

An aerial night view of a city skyline. The central focus is a tall, modern skyscraper with a distinctive pyramidal top, illuminated from within and outlined with a green light. The surrounding city is lit up with various lights, and the sky is a deep twilight blue with some clouds. A semi-transparent white banner is overlaid across the middle of the image, containing the main title and three bullet points.

Transforming Urban Communities

- Celebrate Successes**

- Identify Challenges**

- Reveal potential solutions**